CROSS CULTURAL AWARENESS

CONTINGENCY

LESSON OBJECTIVES

- Compare and contrast US values with other world views and explain how world views affect US relations.

- Discuss awareness to “culture” as it affects behavior, perspective and the ability to function in a dissimilar culture.

CROSS CULTURAL COMMUNICATION

HOW CAN I USE THIS?

- RECOGNIZE DIFFERENCES
- UNDERSTAND THE RELEVANCE
- APPRECIATE DIFFERENCES

CROSS CULTURAL COMMUNICATION

VALUES

Affect attitudes, preferences, and views of what is desirable and undesirable. Influences religion,

economics, aesthetics, pol

and interpersonal relatio

CROSS CULTURAL COMMUNICATION

Value Orientation

Having been conditioned and continuously applied, value orientation becomes, in large measure, subconscious habits of perception and thought…. People are more consciously aware of attitud
subconscious va

CROSS CULTURAL COMMUNICATION

Enculturation

Is a process in effect, whic
we are programmed to thi
and behave in particular w

CROSS CULTURAL COMMUNICATIONS

ETHNOCENTRISM

- The belief in the superiority of one's own ethnic group.

CROSS CULTURAL COMMUNICATIONS

Collective Culture

- Is where people place emphasis on the group and personal dignity and conflict is resolved indirectly in order to maintain the integrity of the grou ace.

CROSS CULTURAL COMMUNICATION

CULTURE:

A set of habits and patterns based on past experiences

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Xenophobia

One who fears or hates strangers or foreigners or anything that is foreign.

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Culture Shock

A condition of anxiety and confusion that can affect an individual suddenly exposed to an alien culture.

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Empathy

Identification with and understanding of another's feelings, situation, and motives.

Compare and Contrast U.S. Values with other World Views

Primary Ethical Values

Joint Ethics Regulation, DoDD 5500.7R, Chapter 12

- Honesty
- Fairness
- Responsible Citizenship
- Integrity
- Caring
- Promise Keeping
- Accountability
- Pursuit of Excellence
- Respect
- Loyalty

CULTURAL BOUNDARIES

- Nations contain many different cultures / subcultures
- Dominant set of American Values
  - From Northern European Origin - Judeo-Christian
  - U.S. demographic varia
  - Adaptations to environ

CULTURE CONTRAST

United States

World

- HARD WORK / GAIN STATUS / BIRTHRIGHT
- COMPETITION COOPERATION
- INDIVIDUALIS GROUP
- EQUALITY

HAGENBECK
U.S.AR

CULTURAL CONTRAST

United

World

- RELIGIOUS LIGIOUS RULE
- NUCLEAR F TENDED FAMILY
- YOUTH ORIENTATION AGE VENERATED

Dominant American values as contrasted with international values

- Time
- Work-Social Mix
- Friendship
- Status
- Indirect Resolution of Conflict
- Distance
- Touching
- Thinking
- Language
- Living Patterns

Discuss Awareness to “Culture” . . . as it affects behavior, perspective and the ability to function in a dissimilar culture

CROSS CULTURAL COMMUNICATIONS

Problems of Ethnocen

- Xenophobia
- Stereotypin
- Prejudice

CROSS CULTURAL COMMUNICATIONS

Culture Shock

e all experience culture shock to some degree or another, nd it generally occurs in four phases:

hase 1: Honeymoon

hase 2: Stress and Adaptation.

hase 3: Acceptance.

hase 4: Maturity.

CROSS CULTURE COMMUNICATION

- **Human Relations**

1. Speak to people.
2. Smile at people.
3. Call people by name.
4. Be friendly and helpful.
5. Be cordial.
6. Be genuinely interested in people.
7. Be generous with praise - cautious criticism.
8. Be considerate with the feelings of others.
9. Be alert to give service.
10. Add to this a good sense of humor

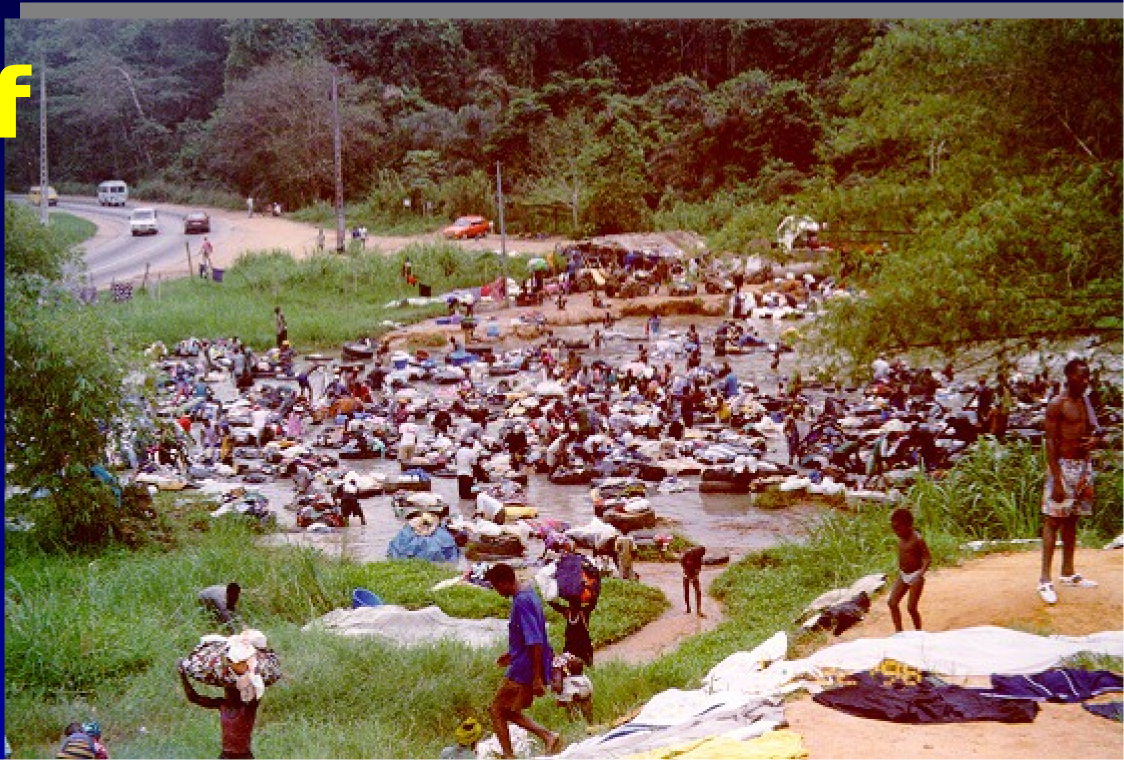
PUBLIC
MARKET
CENTER
FARMERS M
LA SALLE HO
LA SALLE HO
WATERFRONT VIEWPOINT

CROSS CULTURE COMMUNICATION

Do’s and Taboo’s

- Varies with the culture
- Familiarize yourself with

  host country



CONVERSATIONAL TABOOS

- Religion
- Politics
- Highly personal questions
- Saying “NO”
- Geography
- Ethnic jokes

SUMMARY & CONCLUSION

- Culture is the body of shared values.
- Learned behavior is transmitted from generation to generation.
- Awareness of and adaptation to cultural differences can greatly enhance relations with your host country and your ability to